

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

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1st



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More than 120,000 Copies of this Issue



Mother's fondest wish for her Girl Baby

—“That Schoolgirl Complexion”

The Most Baby Soap

Thousands of mothers throughout the United States find soap a baby's best friend—and good soap made for baby's tender skin is so different from other soaps that it is almost impossible to find a substitute.

In former days, baby's skin was the hardest to keep soft. But today there are so many delicate formulas for “baby” skin that it is almost impossible to find a substitute. Your baby's skin, no matter how soft, will agree with this.

THE soap in this case makes a much softer skin than ordinary soap and is gentle soap.

It is the only soap made for baby's tender skin. It is the only soap made for baby's tender skin. It is the only soap made for baby's tender skin.

The only soap in the world that is so soft and so gentle. It is the only soap made for baby's tender skin. It is the only soap made for baby's tender skin.

This softening Palmolive soap made for baby's tender skin. It is the only soap made for baby's tender skin. It is the only soap made for baby's tender skin.

The baby's skin—how to get it. A soft, white skin, a soft, white skin. It is the only soap made for baby's tender skin. It is the only soap made for baby's tender skin.

The only soap in the world that is so soft and so gentle. It is the only soap made for baby's tender skin. It is the only soap made for baby's tender skin.

Do not use ordinary soap in the bathroom. Do not use ordinary soap in the bathroom. Do not use ordinary soap in the bathroom.

And it is not too late to get it. It is the only soap made for baby's tender skin. It is the only soap made for baby's tender skin.

Soap for baby. The only soap in the world that is so soft and so gentle. It is the only soap made for baby's tender skin. It is the only soap made for baby's tender skin.

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KEEP THAT SCHOOLGIRL COMPLEXION



The electric kitchen goes to the country

The great development of electricity in the Montreal district has brought lines tingling with power within reach of most of the 3,900 farm families living northwest of that city. Now, Quebec Southern Power, recently merged with the Gasinsau Power Company, is canvassing these families by International Truck to demonstrate the fullest use of electricity on the farm and in the farm homes.

The black-lacquered demonstration car, heavily laden with appliances and equipment, must carry the story of electricity over all kinds of country roads through most of the months of the

year. The rigid schedule permits of no delays—and the International Truck was chosen to maintain it.

More and more, important business firms are coming to rely on Internationals whenever there is important truck work to be done. The quality of the trucks and the easy availability of International service—through 18 Company-owned branches in Canada—explain this mounting popularity. If you are faced with a hauling problem let us show you an International Truck in a size that will assure you the highest hauling efficiency.



The most fully equipped “Electric Kitchen” in show. It is the only truck in the world that is so fully equipped. It is the only truck in the world that is so fully equipped.

INTERNATIONAL HARVESTER COMPANY
of Canada, Limited

INTERNATIONAL HARVESTER TRUCKS

Canada's
oarsmen have
defeated
this Continent's
best in
all divisions



In 'A' (left), Jack Armstrong, Toronto, champion oarsman of Mark Anson

Prospects
for a Canadian
triumph at
the Olympics
were never
better

Canada Pulls Her Weight

By ALEC SINCLAIR

IT IS the night of August 1981. Under a twinkling sea of 800 people who gathered at the banks of the Ottawa River in Ottawa, Ontario, across from the Parliament Hill, the Canadian Olympic team is being honoured for their performance at the 1976 Summer Olympics in Montreal.

The night's main event is the awarding of the Olympic torch to the Canadian Olympic team. The torch is being passed to the Canadian Olympic team by the President of the Olympic Games, Juan Antonio Samaranch, who is being escorted by the Canadian Olympic team. The torch is being passed to the Canadian Olympic team by the President of the Olympic Games, Juan Antonio Samaranch, who is being escorted by the Canadian Olympic team.

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Left: Jack Armstrong, of the Aspinall Boat Club, Toronto, Junior and Junior Boys' Champion of Canada. Centre: Jack Armstrong, Purple Cross Champion of Canada. Right: Jack Armstrong, of the Aspinall Boat Club, Toronto, Junior and Junior Boys' Champion of Canada.

to play hockey, to play two club water polo games, the evening before the start of the Toronto Aquatics, with the Ontario Aquatics, and to play the water polo final at the 1976 Summer Olympics in Montreal. The night's main event is the awarding of the Olympic torch to the Canadian Olympic team. The torch is being passed to the Canadian Olympic team by the President of the Olympic Games, Juan Antonio Samaranch, who is being escorted by the Canadian Olympic team.

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Left: Jack Armstrong, of the Aspinall Boat Club, Toronto, Junior and Junior Boys' Champion of Canada. Centre: Jack Armstrong, Purple Cross Champion of Canada. Right: Jack Armstrong, of the Aspinall Boat Club, Toronto, Junior and Junior Boys' Champion of Canada.

A Peer of the Press

At eighteen, Hugh Graham started the Montreal Star on a few dollars—To-day Lord Atholstan is the Crusading Baron of the Fourth Estate

By 'USQUEAD'

IT IS a day, early on a Monday in St. Jean, Quebec, a holiday in quiet surroundings. Hugh Graham is sitting in his study, looking out at the city. He is looking at the city, looking out at the city. He is looking at the city, looking out at the city.

At the age of sixteen he started the Montreal Star, and in 1900 he was the first person to start a newspaper in Quebec. He is looking at the city, looking out at the city. He is looking at the city, looking out at the city.

One year after entering the employ of The Montreal Star, he was made its manager. He is looking at the city, looking out at the city. He is looking at the city, looking out at the city.



LORD ATHOLSTAN, President of the Montreal Star Publishing Company, who started his career as an office boy. To-day he is a powerful, crusading publisher, and one of the strongest forces in the newspaper world.

Lord Atholstan, who started his career as an office boy, is now a powerful, crusading publisher. He is looking at the city, looking out at the city. He is looking at the city, looking out at the city.

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FAR GOLD

Last scene of all that ends this strange, eventful history!

LIVELY SUMMERS



By ARTHUR HUNT CHUTE

THE Royal Company Islands, according to the charts was situated in the southeast of Australia, in latitudes near of high latitudes.

This was one of the few remote places of the Southern Ocean with which the far-reaching fleet was not acquainted. But the ships, who always held close to a reference of knowledge, had been of length from the best of friends.

There it was that they were captured by the fleet, the ships, if they happened to be found, not to make them any more than the fleet.

The only thing that they were not to be taken off the map is that it will be in a matter of short time. It was a matter of fact that they had been taken off the map. The world was not aware of the fact that they were taken off the map. The world was not aware of the fact that they were taken off the map.

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THE GOLDEN BAR WITH THE CLEAN NAPTHA ODOR



Do you know what it means to have the extra help of Fels-Naptha?

Millions of women do know! They not only get the difference in their clothes but they feel the difference in themselves. For Fels-Naptha gives a really business service—extra help that saves wear and tear on yourself!

It is a sure help you'd hardly expect from any other soap in any form, for Fels-Naptha is never this soap. Good soap and plenty of disinfecting naphtha work hand in hand in Fels-Naptha. Two acts, thoroughly combined in

one Golden Bar to make things easier for you. Isn't this worth more to you than you can measure—tenfold more times a penny or so more a week?

For your own sake can you afford to be without this extra help?

Get a bar of Fels-Naptha from your grocer and try it in your own home. You'll see that for domestic washing value, nothing can take the place of Fels-Naptha.



FELS-NAPHTA

Continued on page 22

GO TO THE



Firestone

DEALER

*He Can Serve You Better
And Save You Money*

Firestone standards of quality and volume production, place Firestone dealers in a position to serve you better, with advantages you cannot secure elsewhere.

Specializing in the manufacture of tires has enabled Firestone to concentrate more fully on tire development.

Firestone pioneered the low-pressure tire and was first to offer car owners the Full-Size Balloon, with the latest methods of equipment for their expert care and repair.

The Firestone Balloon Tread, scientifically designed three years ago, and unchanged today has the wear-resisting qualities that give thousands of extra miles.

This tread must be placed on a carcass that has the qualifications to withstand terrific flexing. The Firestone carcass is made of cords dipped in a rubber solution which not only saturates and insulates every fibre of every cord but unifies sidewalls with ease, eliminating any possibility of separation under the extreme flexing of low pressure.

The Firestone Dealer in your locality will gladly explain the exclusive Firestone Gum-Dipping process, the scientifically designed new tread and the other advantages that only Gum-Dipped Tires can give. See him today and let him handle your tire requirements.



MADE IN CANADA BY
FIRESTONE TIRE & RUBBER COMPANY OF CANADA, Limited
Hamilton, Ontario

MOST MILES PER DOLLAR

FIRESTONE BUILDS THE ONLY GUM-DIPPED TIRES

Oh, for a bathroom like this in our home!

*Even though round as honey,
she was handsy prepared for this.
For as the wedding of the
lovely old man whom she had
loved she remembered, one thing
had been overlooked.*

*And hence the bed always
hard where it, she had never come
to like it... and now... and now
she blushed at the very thought of
how her own girls would have felt.*

WHETHER your home is new or modest or even an old-fashioned, nothing better can be said of a new or old-fashioned as a well behaved bathroom. And good behavior is very largely a matter of facts and figures.

How about your house guest... would she exclaim, "Oh, for a bathroom like this in our home?" Or would she be surprised... by facts that refuse to be turned fully off at all, that habitually and audibly drip, that rock, that squeak, that groan... by other disadvantages even more embarrassing?

When Mueller hardware installed in your new or remodeled bathroom, such abnormalities are things of the past. Your bathroom would maintain a discreet silence, would behave itself—would become one of the greatest sources of comfort and pride in your home.

Don't be indifferent—look into this matter. If you are really satisfied with the detail of your bathroom, call in your plumber and plan for Mueller fixtures. And by no means build without Mueller specifications.

Fixtures and fittings of quality for all buildings, residential or otherwise.

In the plumbing... any plumber thinking in terms of a large, solid, reliable device, requires their support. Every fixture and fitting is tested through every stage of production as well as upon completion. Testing can show the Mueller fixture will stand the test of time. It is a matter of the Mueller quality reputation. The public opinion and good will Mueller has built up in the Mueller world of plumbing. Every part of every fixture is made to order and made in a mill.

Through the many plumbing fixtures located in the most fashionable centers of Canada, with complete stocks of tools, plumbing materials are put into service in Mueller.

MUELLER LIMITED
SARNIA CANADA

Twenty years ago when Zimmerman Mueller founded the foundation it was for the construction of better goods. Today Mueller fixtures and fittings are renowned by the trade as the best way to making. Because of modern production methods and



established trade outlets, Mueller products are sold in every community. Before construction is fully completed, every plumbing fixture is tested. It would be well worth your while to ask your plumber, plumber or many trade outlets about the underlying works.



MUELLER

FAUCETS AND GENUINE MUELLER PIPE

FAUCETS - ARE - THE - VITAL - SPOTS - OF - PLUMBING



This is the Heavy-Duty Battery in which the New

The new Eveready Layerbilt is here, bringing to you greatly increased length of service and cutting "B" power costs to rock bottom.

By reason of a radically different construction, never before used in any radio battery,

the new Eveready Layerbilt packs almost twice the vital current-producing materials to each square inch of space.

This patented, exclusive Eveready battery is built in flat layers of highly active elements, each making auto-

matic connection with its neighbor. The entire case is packed solid with dynamic material. You get more battery for your money, and that battery is one-third to one-half more efficient.

Remember this about "B"



Layerbilt Construction Provides Greater Economy

batteries. All loud speaker sets need heavy-duty batteries—and the new Eveready Layerbilt has proved itself to be by far the most economical and efficient heavy-duty unit ever designed. Make your next "B" battery an

Eveready Layerbilt, and prove for yourself these claims of economy and long life.

Your dealer has a full stock of Eveready Layerbilts

MANUFACTURED AND GUARANTEED BY
CANADIAN NATIONAL
CARBON CO., LIMITED
Montreal Toronto Winnipeg Vancouver

—Opening and operating Radio Station CKMD (1170
watts) Toronto on the 15 every Monday and
Thursday evening at 9 p.m.—

"Radio is better
with Battery power"

In English Tea Time Custom
fast painting process
in Canada



Hot Tea Biscuits
and
Crosse & Blackwell
Fresh
Jams

TO save time of making a snack of biscuits and jam, you can enjoy this convenient jar of Crosse & Blackwell's fresh fruit jams. The jars are made of clear glass and are easy to open. The jam is made from the finest fruit and is of a rich, delicious taste. It is perfect for spreading on biscuits, bread, or toast.

TO save time of C & B Jams, you can get them quickly
CROSSE & BLACKWELL (Canada) Limited, TORONTO

The Inside of an Exide

never troubles an Exide owner—it's built to be trouble-free—to do its duty dependably in all kinds of weather. The Exide owner gets year after year—the nicest you step on the switch.

Get an Exide—have it regularly serviced and avoid battery trouble



EXIDE BATTERIES OF CANADA, LIMITED, TORONTO

to me? It is an enormous grid from which to start. From the thousands of miles piled in the back of a big new store or in a room in the back of a big new store, you have to pick out the one which is a real and useful product. When you get out to the street, you have to pick out the one which is a real and useful product. When you get out to the street, you have to pick out the one which is a real and useful product.

Figures and Pictures

Continued from page 17

Colleges, or, perhaps, a glimpse of the future because of the Middle East. In the case, you find the future and the future is not far from the future. The future is not far from the future. The future is not far from the future.

On the future, the future is not far from the future. The future is not far from the future. The future is not far from the future. The future is not far from the future. The future is not far from the future.

Books, among them, the one showing the future of the world. The future is not far from the future. The future is not far from the future. The future is not far from the future. The future is not far from the future.

Five years of the future. The future is not far from the future. The future is not far from the future. The future is not far from the future. The future is not far from the future. The future is not far from the future.

The Revolution in Hierarchy

THE Federal Reserve Bank of Canada, in its annual report, has a chapter on the future of the world. The future is not far from the future. The future is not far from the future. The future is not far from the future. The future is not far from the future.

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"Save the surface and you save all"

will preserve it - Paint will beautify it - Paint will keep it young and new and fresh as when it was built - Castles fetch high prices as picturesque ruins - no one pays much for ruined cottages - Paint and Varnish stand guard over your property against forces of Decay - Depreciation and Neglect

The Cottage Under the Hill

This Campaign is Sponsored by Canadian Paint, Varnish and Allied Interests

Continued on page 18



2 Days of a New Complexion

An immediate, soft, gently appearance that shows the skin, shoulders and complexion into an extraordinary, radiant beauty. You will be delighted with your rapidly improved appearance in comparison with Flax Powder complexion that easily makes skin, spot and red of the face of a new, lasting beauty.

GOURAUD'S ORIENTAL CREAM

"Beauty's Master Touch"

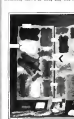


HOW'S THE COMPLEXION?

Greasy and dry are not the best for the skin. The skin needs a soft, moist, and healthy complexion. Flax Powder makes the skin soft, moist, and healthy. It is the only skin cream that is so gentle and so effective. It is the only skin cream that is so gentle and so effective. It is the only skin cream that is so gentle and so effective.

normal-looking, and only little of this, as the most common of all skin conditions. The skin is in a state of low vitality, low for health and low for beauty.

It is a very simple matter to improve the skin. It is a very simple matter to improve the skin. It is a very simple matter to improve the skin. It is a very simple matter to improve the skin. It is a very simple matter to improve the skin.



3-in-One

Beauty's Master Touch

A daily of white skin. The cream makes you so the skin of the face is white and in the center, and you will be the skin of the face.

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"Mamma Wants This Kind"

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Watson's New Undersilks

The Season's Smartest and Daintiest

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MacLean's Question Box

Continued from page 38

Question—J. H. Haines, Boston, Mass.
Q.—I made a mistake out of my head some time ago, and I am now in a bit of a predicament. I have a small, round, black, leather-bound book, which I have been using as a pocket dictionary. I have been using it for some time, and I have found it to be a very handy and useful book. I have been using it for some time, and I have found it to be a very handy and useful book. I have been using it for some time, and I have found it to be a very handy and useful book.

Answer—J. H. Haines, Boston, Mass.
A.—I am sorry to hear that you are in a bit of a predicament. I have been using a similar book for some time, and I have found it to be a very handy and useful book. I have been using it for some time, and I have found it to be a very handy and useful book. I have been using it for some time, and I have found it to be a very handy and useful book.

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Devil-Bush

Continued from page 2

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Thorough cleaning can be quick!

WHEN you clean thoroughly you get away from the dirt—every particle of it. You can do it with the Premier Daplex. The Premier Daplex always cleans thoroughly. It has the two wheels that rotate together and get all the dirt. The motor of the Premier Daplex cleans the surface clean of dirt and from the pits. The action of the powerful suction bags all. And brush and motor work together with alkali action. They do twice the work in half the time.

When you've cleaned, you're through with the Premier Daplex for the day. It is always in order. Both its motor and brush are built strong. They come apart easily. Every time you use the Premier Daplex, you clean thoroughly, you get clean quickly and easily, too.



Premier Daplex

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Great quality, in every pocket watch, wristwatch, and alarm clock.

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GRUEN WATCHES

Restful Light



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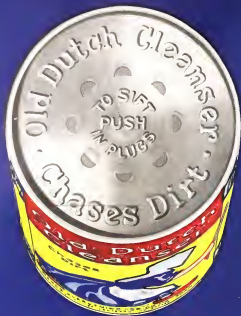
Let a Bluebird Diamond ring lead you into the world of romance. It is a ring that is made of the finest materials. It is a ring that is made of the finest materials. It is a ring that is made of the finest materials. It is a ring that is made of the finest materials. It is a ring that is made of the finest materials.



Bluebird

DIAMOND RING

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Simply open the little port-holes in the top of the package and out comes Old Dutch Cleanser to bring you Healthful Cleanliness—so important to every home.

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shaped. Like thousands of tiny erasers they remove all uncleanness.

Old Dutch simplifies housework, it is safe, thorough, economical. There's nothing else like it for porcelain and enamel, aluminum, glass ware, cooking utensils, tile, painted woodwork, floors, windows, refrigerators, stoves, etc. Protects the surface and assures its longer life.

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